

# Community Asset Map Facilitation Guide

## Nutrition and Physical Activity Asset Mapping

The Physical Activity and Food Environment maps are designed to assist communities in identifying the nutrition and physical activity assets in their communities. The information is placed on a set of concentric circles on the map. The center circle is “Home,” the next ring out is “Work/Business,” then “Neighborhoods,” and the outer ring is “Community Planning and Policy.” For each circle, participants are asked to describe the physical environment and social/relational aspects. The conversation is informal and develops a snapshot of the existing nutrition and physical activity environment as well as factors that influence the use of these resources.

Prior to the exercise the community gathers a steering committee to determine who should be invited to the mapping process. Ideally, the physical activity and food environment mapping will take place on two separate occasions. Each map takes approximately 90 minutes to complete. After the mapping exercise is complete the steering committee reconvenes to determine common themes (physical assets, connecting assets, other). The committee then determines their top priorities and develops an action plan.

### STEP 1: Form a steering committee

Determine influential leaders and active citizens in your community. These people should have some vested interest in promoting nutrition, physical activity or a healthy community.

### STEP 2: Determine invitees for asset mapping

Decide on community members that would be interested in the outcome of the nutrition and physical activity environment. Personal invitations are best to reach out, however a news release in your local newspaper will also help bring in



interested citizens. Potential community members to invite:

- School officials
- PTA/PTO representative
- School district transportation director
- Citizens
- Local businesses
- Postmaster
- County conservation
- Chamber of commerce
- Pedestrian, bicycle or safety advocate
- City council members
- Planning and zoning
- Public health
- Iowa State University Extension
- Economic development
- Parks and recreation
- Public works

### STEP 3: Complete asset mapping

Ideally the nutrition and physical activity mapping exercises are completed on different evenings. The mapping will take approximately 90 minutes to complete.

**STEP 4: Determine assets**

Type up the contents of the asset mapping. Have community members decide what are physical assets, connecting assets, and other.

**STEP 5: Determine priorities and set action**

The steering committee takes the assets and determines what their priorities will be going forward. From those priorities an action plan is set.

Physical Assets	Connecting Assets	Other
<i>5 Parks in town</i>	<i>Walking club at senior center</i>	<i>Tennis court is in disrepair</i>
<i>Well lit streets</i>	<i>Smith farms donates produce to child care center</i>	<i>Children don't like the school's grapes</i>

